

STATE OF MICHIGAN



CERTIFICATE OF PROCLAMATION

ON BEHALF OF THE PEOPLE OF MICHIGAN

I, Rick Snyder, governor of Michigan, do hereby proclaim

June 30, 2013 as

SOCIAL MEDIA DAY

WHEREAS, social media platforms have created a vibrant community for citizens to communicate with each other, organizations and municipalities throughout the world; and,

WHEREAS, state of Michigan leadership, departments and programs engage daily through social media with a collective community surpassing five million constituents; and,

WHEREAS, usage of platforms such as Facebook, Twitter and YouTube to provide interactive and effective means of messaging has evolved into innovative adaptations of Pinterest, Instagram, Vine and UpTo; and,

WHEREAS, Social Media Day, a globally recognized event, allows individuals to gather, physically and virtually, to celebrate the advancements of technology, information and interaction; and,

WHEREAS, on this day, we recognize Michigan's social media users, and raise awareness of the important service these channels provide in increasing government transparency, rapid response, outreach and customer service;

NOW, THEREFORE, I, Rick Snyder, governor of Michigan, do hereby proclaim Sunday, June 30, 2013 as Social Media Day in Michigan.



Rick Snyder

Rick Snyder
Governor

